

# MAGAZINE PROFILE

Magazine Title

Publishing Company

Magazine Category

Editorial Focus

Current Rate Base

Audited?/Audit Service

Frequency of Publication

## METHOD OF DISTRIBUTION

Newsstand %

Subscription %

Other %

## READERSHIP DEMOGRAPHICS

Total Audience

% Smokers

Adult Smoker Index

Median Age

Male/Female Ratio

% White

% Black

% Hispanic

% Circulation over 21

## ADVERTISERS

Competitive Advertisers who have run in the publication within the last year:

PM USA Advertised Brands:

3 Year Spending Trend:	1996	1995	1994
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